IMAGE CONTENT OF FACEBOOK PAGE AS A TOOL IN CHOOSING SALUYSOY NATURE RESORT: INPUT FOR A PROMOTIONAL PLAN

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Abstract: **The broad usage of social media as a platform for advertisement of businesses in the tourism industry became a pathway for tourist spot owners to accommodate the sites and use it as an advantage to promote and attract tourists and travelers to their businesses. This study will also show the objective that wants to contribute to the knowledge of assessing the factors of central and peripheral route that influence the customers to be persuaded to visit a tourism establishment through the help of the image content on the Facebook page. Thus, the researchers chose the theory of "Elaboration Likelihood Method" since this explains and tackles how a persuasive message can change the attitude of the reader or a viewer. In which it is very important for businesses, corporations, or advertising agencies because it can help in designing their promotional strategies. This study was processed using the quantitative method and used a descriptive research design. It is concluded that choosing this method can describe mostly the perception of the likers of Saluysoy Nature Resort Facebook page regarding the effectiveness of being persuaded on the said resort using the image content posted on a Facebook page, using the pictures as a tool in choosing a tourism establishment. The result shows that most of the resort's guests who are likers of the FB page consist of 51.7 % residents of Cavite and have a close percentage to the 48.3% non-residents of Cavite. The findings of the study also showed that all the factors received a high level of assessment; argument quality (central route) and image appeal, social presence, and connectedness (peripheral route). But among all, connectedness is perceived to be the most important factor and has the highest relation to the respondents in terms of being persuaded to visit the said resort since they feel connected and attracted to visit whenever they spot an image that contains the customers views. Furthermore, the study analysis helped the proponents to make a promotional plan to help Saluysoy Nature Resort FB page.**

Keywords: **Facebook page, Tourism Establishment, Elaboration Likelihood Model, Central route, Peripheral route, Image content.**

1.   INTRODUCTION

There has been a continuous increase in the usage of social media, and one of it is Facebook because it is recorded to have 2.8 billion monthly active users, an increase of 10 percent year over year, and it is also known as one of the most popular social platforms online (Tankovska, 2021). The use of social media is not only for information search, but it is becoming a part of the travel process because people utilize it to create a Facebook page for their businesses which affect the travel

choices of other travelers. Taking advantage of social media like Facebook can help the tourism establishments to promote and to do that, learning about how the customers were persuaded must be assessed. Hence, the researchers conducted this study to further give information about the persuasive routes that help promote the products of a tourism establishment through the image content on the Facebook page since it can be useful in improving the promotional strategy in a social media platform.

A Facebook page is a public profile specially built for businesses, brands, celebrities, causes, and other organizations. It can obtain an infinite number of followers, different from personal profiles that have a maximum of 5,000 friends on Facebook. The information about status, links, events, photos, and videos appears on the page itself, as well as in the personal news feed of its followers. According to the study of Yang (2014), it is essential for marketers to establish a presence in social media especially through an FB page because it was proven to be an effective place to promote a product. In recent years, social media sites have shifted from a text-centric to a visual-oriented experience. The trend toward visual social media is partly inspired by social media users' evolving preferences, thanks to the widespread adoption of smartphones and enhanced mobile internet experience. People who use social media applications on their smartphones soon learn that taking a photo with a high-resolution phone camera when on the go is much easier than typing a status update on a tiny keyboard. According to Meeker (2016), in 2015, users on Snapchat, Facebook, Instagram, and WhatsApp together posted an average of 3.2 billion digital photos every day. In this regard, this study contributes to the knowledge of assessing the factors of central and peripheral routes that influence the customers to be persuaded on the image content of a tourism establishment through a Facebook page. The researchers used the Elaboration Likelihood Model; it has been understood that this theory shows how a persuasive message can change the attitude of the reader or viewer. In which it is very important for businesses, corporations, or advertisement agencies because it can help in designing their promotional strategies. Thus, the researchers have chosen this theory because it fits the purpose of the study, and based on the results of the analysis, the proponents made a promotional plan that addresses the factors that need to be improved as perceived by the respondents. The plan included the scheduled posting of promotional material like posters with better images that target the peripheral and central route of the customers made by the proponents.

The setting of the study revolved around the likers of the Facebook page of Saluysoy Nature Resort. The said place is for relaxation and exclusive gathering wherein the customers can enjoy the pool and other amenities. As of now, Saluysoy Nature Resort has 850 Filipino likers on their FB page. It is located at Maragondon – Alfonso Road Malainen Luma, Naic, and the researchers found out that the tourism establishment started their Facebook page in the year 2019. According to Mariani et al. (2018), there is a lack of study evidence and understanding of the factors influencing the use of non-travel-specific social media like Facebook, Twitter, Instagram, and other more for decision-making in traveling. Some scholars have explored or studied the determinants of consumer-generated media (CGM) usage for travel planning, but these studies focused on travel platforms like TripAdvisor, C-Trip, and other travel review sites (Filieri, 2016). Facebook is very distinct from travel specific CGM platforms like TripAdvisor and third-party commercial websites like Booking.com, Expedia.com and Hotels.com. Therefore, since very little work has been done in assessing how customers can be persuaded using image content in Facebook pages, the researchers devised a new conceptual framework for the Elaboration Likelihood Model to further assess different factors that fit the purpose of the study. In addition, after reviewing the related studies, the proponents also found out that other research focuses on other components of social media but there is an insufficient study that specifically tackles the factors that affect how the customers are persuaded in the context of Facebook page and its image content as a tool for choosing a tourism establishment, hence this study attempts to fill this gap.

The general objective of the study is to assess the factors influencing customers' persuasion towards the image content of a Facebook page as a tool to select a tourism establishment; it will answer the specific problems:

1. What is the demographic profile of the respondents in terms of:

1.1 Age

1.2 Gender

1.3 Resident or Non-resident of Cavite

2. How does the Saluysoy Nature Resort customers assess the factors of central and peripheral route that can affect their behavior to be persuaded on the image content of Facebook page as a tool in choosing an establishment in terms of:

2.1 Argument Quality

2.2 Image Appeal

2.3 Social Presence

2.4 Connectedness

3. Is there a significant difference in the respondent's assessment to the factors that helps them be persuaded by being involved in the image content of a tourism establishment FB page when grouped by profile?

4. Based on the analysis what promotional plan may be proposed?

This study is significant to the following:

Tourism/Hospitality Manager- The analysis will help the managers in the hospitality and tourism sector because the study will provide knowledge about the factors that are important to persuade the customers when choosing a tourism establishment through the image content of a Facebook page. Thus, managers should get to know these factors in their effort to promote their establishment in this kind of setting.

Tourism Establishments- The study can help increase the tourism establishment's Facebook page popularity because it will provide information about customers' preferences, and it can also guide them on how they can improve the images on their page.

Future Researchers- This research can be a basis for another study to broaden the knowledge regarding the factors that influence the attitude of customers in being persuaded through the image content of Facebook page as a means of choosing a tourism establishment.

Literature Review

The researchers adapted the elaboration likelihood model in which Richard E. Petty and John Cacioppo created in 1980. The elaboration likelihood model (ELM) is a theoretical lens for understanding the mechanisms that cause attitude change, or how much one's overall opinion of a particular subject changes from one value to another. They devised the model to better explain how individuals are influenced after seeing that prior persuasion theories produced contradictory outcomes. They did so by presenting two persuasive paths based on the findings of prior investigations (Allison, et al., 2017).

The assessment of the study will be distinguished by two distinct routes: the central route which means high motivation in elaborating and the peripheral route which means low motivation in elaboration. The central route is described as the method through which individuals critically assess information. The peripheral route is characterized as a less cognitively intensive method of influencing an individual (Jayawaderna, 2020).
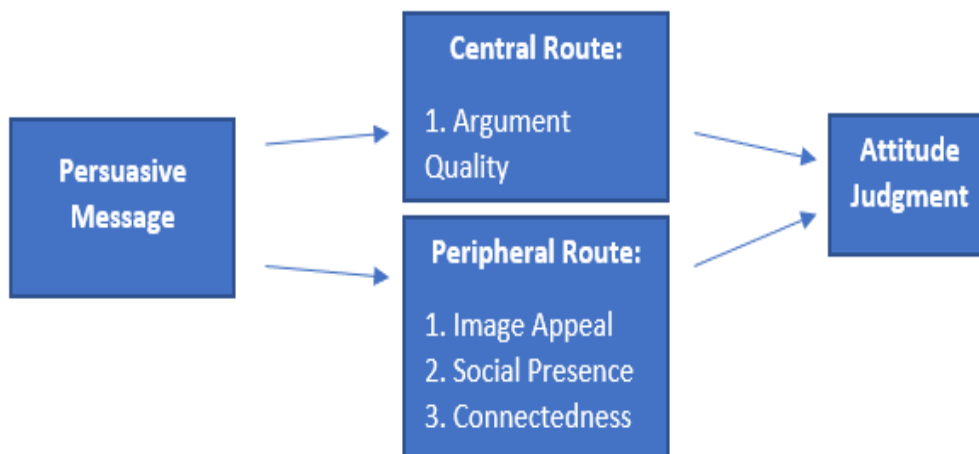
Table 1

Fig. 1. Conceptual framework

The conceptual framework was adapted from the study of Cyr et. al. (2018), wherein they used the factor argument quality as a means for the central route and the factors image appeal, social presence, and connectedness as the factors determining the peripheral route. The two routes lead to the attitude judgment that enables them to be persuaded and decide to push through with a product. This study acquired the theory of persuasion because it could assess the motivation of the customers regarding the image content of a Facebook page to choose a tourism establishment.

Argument Quality

Argument Quality is a central route that is connected to the users' participation with the issue of persuasion and is dependent on the power of the arguments. Users may be persuaded to adjust their level of problem participation based on the perceived quality of the arguments on the website. This can lead to a shift of perspective on the issue of persuasion.

Image appeal

A post or images' visual design is significant because it improves the aesthetics and emotional appeal of the Facebook page, which can lead to favorable attitudes or trust. Images, pictures, colors, forms, and font styles are all examples of visual design. On a website like Facebook, a mix of product photos and information boosts users to remember more than just text alone.

Social presence

"The extent to which a medium allows users to sense others as being psychologically present" is how social presence is described. Social Presence refers to a website that consumers believe to have a sense of human interaction, personalness, sociability, as well as human warmth and sensitivity. Perceived social presence has gotten a lot of attention in the context of hedonic consumer interactions as a predictor of online consumer satisfaction and trust, website engagement, and utilitarian outcomes like perceived usefulness or effectiveness.

Connectedness

Connectedness can aid in involving or persuading the user. This may help users be impacted by other people's comments on the Facebook page, as well as a sense of connectedness with other people (Cyr et. al, 2018).

A study entitled, "Integrated Social Media Marketing with Elaboration Likelihood Model (ELM) in Bali Indonesia" conducted by Giantali et al. (2020), proves that social media has a huge role in market products and establishing a name. The researchers examined the electronic word of mouth and social media marketing on the purchase intention of consumers by using the elaboration likelihood model and the theory of reasoned action. The findings of the study showed that there is a positive impact on social media marketing engagement and the intention of the consumers to purchase a product. In addition, a strong interest in the Electronic Word of Mouth which enables them to reach information helps them to have a big intent to purchase. The study of Giantali relates to this research because they can both help in developing a promotional or marketing plan that will increase the purchase intention of consumers.

Another empirical research study entitled, "How Advertising Works on the WWW: Modified Elaboration Likelihood Model" developed a new model to understand the process of advertising on the internet. It verifies how effective is the proposed model and the seven variables which are (a) level of personal and product involvement, (b) the size of a banner ad, (c) relevancy between the content of a vehicle and the product category of a banner ad, (d) attitude toward the vehicle, and (e) overall attitude towards web advertising that influences clicking of banner ads. The result of the study showed a positive relationship between the variables and voluntary exposure.

Different studies of various researchers were analyzed to form this study. The literature had broader knowledge regarding the use of Elaboration Likelihood Model in marketing or advertising of different websites and social media that helped construct the topic. The proponents of this study aim to expand the knowledge on the determinants of persuasion since this would help the tourism industry to establish a marketing strategy that will catch the attention of the customers on Facebook or other social media platforms.

2. METHODOLOGY

The researchers used a quantitative study, and the research design is descriptive. According to M & Lyn (2019), this type of research design answers the questions of who, what, when, where, and how but it does not answer the question of why. The proponents chose this kind of method because they want to describe the perception of the likers of Saluysoy Nature Resort FB page regarding the effectiveness to persuade of the image content as a tool in choosing a travel establishment.

The research study is unique in the way that the proponents were the first ones to apply this kind of study in the chosen tourism establishment. In addition, the study is different because it focused on the image contents of the FB page using the conceptual model of Elaboration Likelihood Model that is unlike other studies which revolve around a broader context of social media.

The sampling frame focused on the Filipino likers of the Facebook page and the population size is 1175. The computed sample size using Raosoft is 290 with a margin of error of 5% and 95% confidence level. The sampling method that was used is purposive sampling and it is a type of non-probability, the researchers selected this because they have a criterion in choosing the respondents.

The data has been acquired through google forms. The respondents who were chosen are based on the criteria that they must be a Filipino active in Facebook and they must be a liker of the said page. They must also have some experience going or visiting Saluysoy Nature Resort. The researchers deemed the respondents fit for the study because the study was focused on the said resort, aiming to have a promotional plan for their page. The data collection tool for the study was a survey questionnaire which was adapted from the study entitled "Using the elaboration likelihood model to examine online persuasion through website design" by Cyr et al. (2018). The surveys were distributed online by the researchers and one by one they sent a message to the respondents using the FB messenger application. The collection of data occurred for a month and each day the proponents allotted time in sending the survey questionnaire to ensure that the given sample size was reached. The statistical tool used was the Analysis of Variance, T- test and Descriptive Statistics.

3. FINDINGS & DISCUSSION

Data Presentation for the Respondents' Demographic Profile

The first part of this research study discusses the demographic profile of the respondents wherein it showcases age, gender, and residency as the variables.

Table 1

Age	Frequency	Percentage
1- 20-25	173	59.7
2- 26-30	53	18.3
3- 31-35	37	12.8
4- 36- 40	27	9.3
Total	290	100.0

Fig. 1. Demographic Profile of the Respondents Based on Age

As indicated in the table, the finding shows ages 20-25 as the one that got the highest percentage who answered the surveys. It shows that the younger ones are more prominent in terms of engaging in social media sites like Facebook. During the distribution of the surveys, the proponents also experienced faster response from the younger age brackets than those who were much older.

According also to the report of Statista (2021), a survey that was conducted in 2019 shows that approximately 86% of Filipino respondents with this age group were internet and social media users. It was the most dominant among other age groups because they are the ones who are better in adapting to a new technology.

The second table represents the respondent's gender and according to the result of the survey, females were more dominant than male in responding. This is the case because the population used in this study, which is the overall number of Facebook likers of Saluysoy Nature Resort had more female likers than male likers.

Table 2

Gender	Frequency	Percentage
Male	113	39.0
Female	177	61.0
Total	290	100

Fig. 2. Demographic Profile of Respondents Based on Gender

The data above also shows that Females are more interested in engaging to a Facebook page rather than males in finding a good resort or tourism establishment. According to Jones (2021), women use social media at a 55 percent higher rate than men. In addition, nearly 55% of females are more likely to buy items or services from firms they connect with on Facebook.

The third table shows the residency of the likers of the Facebook page. The data interprets that there are more FB page likers that resides within Cavite rather than outside Cavite. This happened because the location of the resort is in Cavite, and it is more accessible to those who are living in the same or nearest area.

Table 3

Residence	Frequency	Percentage
Resident of Cavite	150	51.7
Non-Resident of Cavite	140	48.3
Total	290	100

Fig. 3. Demographic Profile of Respondents Based on Residency in Cavite

As the table shows, the residents of Cavite have a higher percentage (51.7%) than non-residents of Cavite (48.3) and the result doesn't show a huge difference. According to the Department of Tourism (2021), a resort gives a pleasant environment or atmosphere to the guests. Since it provides relaxation and comfort, the customer of a resort covers a wide spectrum wherein they came from different areas.

Data Presentation for the Respondents' Assessment of Central Route (Argument Quality) and Peripheral Route (Image Appeal, Social Presence, Connectedness) on the Image Content of a Tourism Establishment Facebook Page

The second part of this research study shows how the respondents were affected by the factors in terms of being persuaded through central and peripheral routes on the image content of Facebook page that helps them to decide what tourism establishment they will choose to visit.

Table 4

Argument Quality	Mean	Verbal Interpretation
The information provided on the image content was informative	3.51	Strongly Agree
The information provided on the image content was helpful.	3.30	Agree
The information provided on the image content was valuable.	3.31	Agree
The information provided on the image content was persuasive.	3.27	Agree
The information provided on the image content caught my attention	3.40	Agree
Overall Assessment of Argument Quality	**3.36**	**High level of Assessment**

Fig. 4. Assessment Based on Argument Quality (Central Route)

 In table number 4, it shows that the statement, "The information provided on the images was informative" was the one that got the highest mean value. Based on their perception of the quality of the arguments presented on the survey, users are persuaded to visit a resort because of their participation in the FB page since the image content gives quality information.

From the article Importance of Good Content (2017) information is important because it communicates your message, educates your audience, and persuades them to choose your products and services over those offered by your competitors.

Table 5

Image Appeal	Mean	Verbal Interpretation
The images used in the Facebook page are appropriate	3.48	Agree
The images used in the Facebook page are satisfying.	3.17	Agree
The images used in the Facebook page are exciting	3.30	Agree
The images used in the Facebook page are interesting	3.29	Agree
The images used in the Facebook page appeals to me emotionally	3.35	Agree
Overall Assessment of Image Appeal	**3.32**	**High level of Assessment**

Fig. 5. Assessment Based on Image Appeal (Peripheral Route)

In table number 5, based on the survey, majority of the respondents deemed the images used in the Facebook page as appropriate. The visual design of the photos is important since it increases the aesthetics and emotional appeal of the Facebook page on which they are shown.

According to Balm (2014), a post on social media that includes a picture is ten times more likely to generate engagement than one that does not. Visuals are a powerful tool for capturing your audience's attention and encouraging participation, especially on social media platforms like Facebook.

Table 6

Social Presence	Mean	Verbal Interpretation
Pictures of people on the Facebook page provide a sense of belongingness	3.36	Agree
Pictures of the people on the Facebook page helps me to decide personally if I want to go visit the place	3.20	Agree
Pictures of people on the Facebook page provide a sense of sociability on the website.	3.34	Agree
Pictures of people on the Facebook page provide a sense of human warmth on the website.	3.40	Agree
Pictures of people on the Facebook page provide a sense of consideration to everyone	3.43	Agree
Overall Assessment of Social Presence	**3.35**	**High level of Assessment**

Fig. 6. Assessment Based on Social Presence (Peripheral Route)

From table number 6, with a mean of 3.43, majority have said that the Facebook page provides a sense of consideration to everyone. Social Presence refers to having a strong feeling of human contact, personalization, sociability, as well as warmth and sensitivity is what customers are looking for in a website. It's seen that consideration to everyone was the most important to them.

According to Harley (2016), customers prefer sites that are transparent about the client experience. This includes displaying contact information prominently, documenting what is included in a base cost, stating any additional fees or charges that may accompany a service, displaying links to the return policy and guarantees, and disclosing shipping charges before asking for billing information, among other things.

Table 7

Connectedness	Mean	Verbal Interpretation
Visitors of this Facebook page share their views about Saluysoy Nature Resort	3.48	Agree
Visitors of this Facebook page benefit from the comments	3.24	Agree
Visitors of this Facebook page share a common bond with other members of the community that likes the page	3.37	Agree
Visitors of this Facebook page have a mutual friend who also likes the page	3.38	Agree
Visitors of this Facebook page can relate to the reviews	3.45	Agree
Overall Assessment of Connectedness	**3.38**	**High level of Assessment**

Fig. 7. Assessment Based on Connectedness (Peripheral Route)

In table number 7, with the highest mean of 3.48, the bulk of people have agreed and relate with their views with Saluysoy Nature Resort. Connectedness refers to making things easier for users to be influenced by other people's views. Many of the customers have shared their views about the resort.

According to Heywood (2021), TrustPilot has said "Our research shows that consumers are more inclined to write reviews when the experience they've had strikes an emotional chord, whether positive or negative. If a consumer has had a very poor experience, they'll write a review to vent frustration and anger, especially if they feel personally mistreated or wronged. In the same manner, if a consumer has had an exceptionally good experience, they're likely to applaud the company with a good review to help the company succeed."

Data Presentation for the Respondents' Assessment of the Factors when Grouped by Profile

The third part of this research study showcases the accumulated results that tells if there is a significant difference in the respondent's assessment to the factors based on their demographic profile. This also displayed which factors helped them to be persuaded to visit by viewing an image content that they can see through the posts of a tourism establishment Facebook page.

Table 8

Factors	20-25 yo Mean	26-30 yo Mean	31-35 yo Mean	36-40 yo Mean	F-value	p-value	Interpretation
Argument Quality	3.42	3.24	3.28	3.27	2.84	0.0382	Significant
Image Appeal	3.38	3.20	3.30	3.19	2.17	0.0915	Not Significant
Social Presence	3.37	3.29	3.38	3.26	0.675	0.568	Not Significant
Connectedness	3.40	3.35	3.36	3.41	0.204	0.893	Not Significant
Overall Assessment	3.39	3.27	3.33	3.29	1.593	0.191	Not Significant

Fig. 8. Assessment of Factors when Grouped by Age

There is a significant difference in the assessment of the respondents on the argument quality when grouped by age, since the F-value of 2.84 has a p-value less than 0.05 The null hypothesis of no significant difference is rejected. This indicated that 20-25 years old respondents gave the highest assessment of argument quality as compared with respondents from different age groups. According to Kalogeropoulos (2021), 20-25 years old gets to focus more on Argument Quality since most of them likes to search and analyze the information they get from social media.

Meanwhile, there is no significant difference in the assessment of the respondents on the image appeal, social presence and connectedness when grouped by age, since the F-values of 2.17, 0.675 and 0.204 have p-values greater than 0.05. The null hypothesis of no significant difference is not rejected. This indicated that assessment of the respondents on image appeal, social presence and connectedness are the same regardless of age.

Lastly, there is no significant difference in the overall assessment of the respondents when grouped by age, since the F-value of 1.593 has a p-value greater than 0.05 The null hypothesis of no significant difference is not rejected. This indicated that overall assessment of the respondents is the same regardless of age. Based on the research of Wang & Chen (2006), he pointed out that there are differences between the younger and older people's behavior, nature, likes and dislikes but according to this study's overall result if you will base their preference on the factors of peripheral and central route, it answers that it is influential to all kinds of age brackets.

Table 9

Factors	Male Mean	Female Mean	t-value	p-value	Interpretation
Argument Quality	3.37	3.35	0.340	0.733	Not Significant
Image Appeal	3.39	3.27	1.95	0.052	Not Significant
Social Presence	3.36	3.34	0.46	0.642	Not Significant
Connectedness	3.39	3.38	0.19	0.851	Not Significant
Overall Assessment	3.38	3.34	0.93	0.353	Not Significant

Fig. 9. Assessment of Factors when Grouped by Gender

There is no significant difference in the assessment of the respondents on the argument quality, image appeal, social presence and connectedness when grouped by gender, since the t-values of 0.34, 1.95, 0.46, and 0.19 have p-values greater than 0.05. The null hypothesis of no significant difference is not rejected. This indicated that assessment of the male and female respondents on argument quality, image appeal, social presence and connectedness are the same. Likewise, there is no significant difference in the overall assessment of the respondents when grouped by gender since the t-value of 0.93 has a p-value greater than 0.05. The null hypothesis of no significant difference is not rejected. This indicated that overall assessment of the male and female respondents is the same.

According to the study of Krizan (2015) in the real-life situation, men and women are more similar than we think. There's only a misconception between the differences because the people stereotype between the two genders, so it influences the understanding of others, and it also creates an impression that there is a huge dissimilarity between men and women.

Table 10

Factors	Resident	Non-Resident	t-value	p-value	Interpretation
	Mean	Mean			
Argument Quality	3.37	3.34	0.463	0.6434	Not Significant
Image Appeal	3.34	3.30	0.659	0.511	Not Significant
Social Presence	3.38	3.31	1.216	0.224	Not Significant
Connectedness	3.37	3.40	0.477	0.634	Not Significant
Overall Assessment	3.37	3.34	0.587	0.558	Not Significant

Fig 10. Assessment of Factors when Grouped by Residence

There is no significant difference in the assessment of the respondents on the argument quality, image appeal, social presence and connectedness when grouped by residence, since the t-values of 0.463, 0.659, 1.216, and 0.477 have p-values greater than 0.05. The null hypothesis of no significant difference is not rejected. This indicated that assessment of the resident and non-resident of Cavite on argument quality, image appeal, social presence and connectedness are the same.

Likewise, there is no significant difference in the overall assessment of the respondents when grouped by residence since the t-value of 0.587 has a p-value greater than 0.05. The null hypothesis of no significant difference is not rejected. This indicated that overall assessment of the resident and non-resident of Cavite are the same.

4. CONCLUSION

Facebook has been used as a tool to search for tourism establishments, especially the pages which utilizes it to promote businesses. This study focused specifically on the image content of a resort's FB page and the factors that helped the visitors to be persuaded in choosing the establishment. The first part of the research paper tackled the demographic profile of the respondents such as age, gender, and residence that was used as a variable.

The result for the age demonstrated that ages 20-25 got higher response from the surveys and this is because younger generations tend to use social media more and they are also good at adapting to technology, while in terms of gender, it shows that females were more dominant than males in searching for a tourism establishment to select a place they want to visit and lastly it showed that the resort gets visitors regardless of being a resident or non-resident of Cavite since the number of respondents from this two category accumulated close results. The Facebook page of Saluysoy Nature's Resort was perceived to have a high level of assessment based on the respondents' surveys because majority of them agreed to the categories that were used to describe argument quality (central route) and image appeal, social presence, and connectedness (peripheral route). Although among all, connectedness is perceived to be the factor that has the highest relation to the respondents in terms of being persuaded to visit the said resort.

While for this study's last key findings, the researchers found out that there is a significant difference on the respondent's assessment of argument quality when grouped by age, and this result can be the consequence of their intensity to be absorbed into social media since youngsters tend to allot more time on Facebook. While on the other hand, the research also shows that there is no significant difference on the assessment of the factors when grouped by gender and residence.

Based on the study's findings, researchers came up with a promotional plan that can be adapted by Saluysoy Nature's Resort. The researchers recommend posting images which will capture the different factors that are perceived important by the respondents to boost the promotional strategy in their Facebook page. This study can contribute to the stakeholders of a tourism establishment since it gives information on the factors that helps the customers be persuaded to visit a place.

This study only focused on a one specific resort, and this limited the ability to generalize. Hence, it is recommended to the future researchers to adapt the same framework and conduct the study in other FB page of resorts or tourism establishment to investigate if the respondents that will be grouped by profile would show results the same as the respondents of this research study.

PROMOTIONAL PLAN

Specific Objective	Details	Poster	Schedule (Proposed Dates)	Implementing Bodies	Result
Argument Quality	The image that will be posted must contain important information that is needed by potential customers like price, services, and facilities.		First day of December	Facebook Admin, Editor, or Moderator	This will boost the credibility of the FB page and it will pique the interest to visit the resort.
Image Appeal	The image that will be posted must show attractive visual design and it must be appropriate. This must also capture the beauty of the resort.		Third day of December	Facebook Admin, Editor, or Moderator	The Facebook page likes, and the actual establishment's visitors would increase if they got attracted by the appearance of the picture that is posted.
Social Presence	The image must show a hint of consideration for everyone like for example it must contain the contact details of the resort for easier inquiry. The picture must also show services that is offered by the resort since this enables consumer interaction.		Fifth day of December	Facebook Admin, Editor, or Moderator	This will attract more customers since it shows human warmth and consideration that is important in any tourism businesses because it promotes great service.

Connected ness	The image must show some positive feedback from a visitor, and the picture must also display an example of the customers enjoying in the resort.		Seventh day of December	Facebook Admin, Editor, or Moderator	The visitors of the Facebook page will be attracted to the positive feedback and will be interested to go in the said resort

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